GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1267
ANSWERED ON:21.08.2007
AIR AND DDK IN NORTH EAST
Charenamei Shri Mani

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the allocation of AIR and DDK programmes to the tribal groups in the North Eastern States are based on the population of the Tribal group;

(b) if so, the details thereof;

(c) the fixed percentage of population for the tribal population to make them eligible to enjoy full-fledged Radio programme of A.I.R. and DDK;

(d) whether many tribal groups in the North Eastern States who do not fufil the 5 percent population criteria have been granted full-fledged Radio programme in A.I.R.;

(e) if so, the details thereof; and

(f) the steps taken/proposed to be taken by the Government in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) : No, Sir.

(b) : Does not arise.

(c) : There is no fixed percentage in DDK. However, in AIR, a minimum 5% population criterion is one of the norms for deciding on the language/dialect for broadcast. AIR Stations in some areas, which include North East also, broadcast programmes in a number of tribal dialects in view of the communications imperatives. While size of the population is a vital criterion, if a particular tribal group does not understand any language or dialect of that area other than its own, programmes may have to be arranged in that dialect irrespective of size of population.

(d)to(f): Information is being collected and will be laid on the Table of the House.